

GDMA GLOBAL PRIVACY MONITOR 2022

How consumers think about data and privacy

KEY FACTS

CONSUMERS MORE AWARE OF THEIR RIGHTS IN SHARING PERSONAL DATA



Awareness of AVG doubled in all countries compared to 2018

For example in the Netherlands:

28% → 66%*

74%

see personal data as their property and are willing to share it if they get something in return



ABOUT THE GDMA GLOBAL PRIVACY MONITOR

- Results derive from 16 countries worldwide
- 20.000+ respondents
- Conducted by Foresight Factory, on behalf of the GDMA, GDMA's umbrella organisation

CONCERNS ABOUT PRIVACY ARE DECLINING, MAJORITY SEE DATA SHARING AS PART OF TODAY'S SOCIETY



53%

feel that sharing personal data is essential in today's society



71%

are concerned about online privacy

This number is declining:
74% → 69%*



Group with little to no concern about online privacy is growing

This number is rising:
26% → 31%*



77%

of all consumers think it is important to know how data is collected and used

TRUST IS A KEY CONDITION, PERSONALIZED OFFERINGS INCREASINGLY IMPORTANT

For **38%** trust in organisations is the most important condition for sharing data



More consumers willing (**26% → 31%***) to share data in exchange for personalized offers



59% think that by sharing data organisations can better provide relevant, personalized offerings to different types of groups and identities within our diverse society



* The numbers and results in this research are based on 2 different groups. Trend lines are based on the countries that participated in both 2018 and 2022 (10 countries). Other results are based on countries that participated only in 2022 (16 countries).